

strong hold on the market. Specialized consulting engineering opportunities exist in both China and Hong Kong. Often a successful entry strategy is to partner with a local general engineering firm that is looking for specific expertise, rather than pursuing the end-user directly.

Design firms may find high-end opportunities in China for retail, hotel and other projects, usually for international clients and frequently for Hong-Kong based property developers. Hong Kong remains the larger market, but as China develops it will prove to be the larger market in the long term. Hong Kong is a showcase for China design trends in Hong Kong are often copied in China.

Constraints

The key issue for the China markets is the ability and willingness of potential clients to pay for services.

Action Plan

The objectives of the Action Plan in this sector are to:

- use the recent survey of local engineering firms to encourage partnerships between specialized Canadian firms and general-practice firms in areas such as environmental engineering;
- through the new Canadian Education Centre, visit more than 100 human resource and training professionals in Hong Kong before the summer of 1997 to identify training opportunities and clients for Canadian public and private training

providers. This initiative builds on a Corporate Training Forum held in Hong Kong in September 1996; and

- based on a spring 1996 survey of Hong Kong engineering firms, approach firms that identified an interest in meeting Canadian environmental, design and architectural specialists for possible partnerships.